



JANUARY/FEBRUARY 1993

"SURVIVAL OF THE FITTEST"

The Sporting Goods Manufacturers Association (**SGMA**), the national trade association of all clothes, footwear, and sporting goods producers, held their annual fashion and luncheon at F.I.T. in January. This year their theme, "Survival of the Fittest," focused on the diversity of clothing within each sport category. The concepts – mix rather than match; crossover styling between sports; athletic wear becoming part of lifestyle dressing; and high-tech fabrics allowing garments and athletes to perform at peak levels, yet also enable the casual wearer to feel and look good, were of paramount

concern to the members of **SGMA**. More and more, these manufacturers have responded to the consumer shift in attitude towards activewear. Today, their collections expand the boundaries of what constitutes activewear clothing. Pieces can be worn in myriad ways and in diverse places. There's a sense of individuality and freshness, both in their approach and in the product. This concentration on the needs of the consumer has reaped great rewards. The **SGMA**'s Sports Apparel Products Council, representing nearly 1000 producers of athletic clothing (the fastest

growing of all sporting goods segments at retail), revealed their latest index, showing sales outpacing last year's, with dollars growing by 7.8% to \$30.5 billion at retail. This season, these dynamic manufacturers plan to increase these sales figures with some very outstanding collections, all of which fall into five trend categories: *The Individual, The Ecology, Culture Hopping, Sports Crossovers, Vintage, and Brave New Technology*.

THE INDIVIDUAL: Activewear as an
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SPRING '93 ACCESSORIES ON AND OFF THE RUNWAY

So, do we dig up our old headbands and love beads, or is there a middle ground somewhere between the ragamuffin '70s and the over-the-top glitz '80s? With designers everywhere looking back to the '70s for inspiration, even the look of accessories has adapted to the prevailing retro, "grunge" and hippie mood. . .

At **CHRISTIAN FRANCIS ROTH**, witty cotton knit sock hats complement his long lean striped knit dresses and jumpsuits. At **PERRY ELLIS**, designer **MARC JACOBS** teams a fruit print



cotton pantsuit with a classic stitched turned up brim hat (**PATRICIA UNDERWOOD**). A feminine silk chiffon tea dress and vest at **KATHRYN DIANOS** evokes a gentler time with **FRANK OLIVE**'s bubble crowned straw hat with deep wavy brim and flower ornament. For day, **RALPH LAUREN** prefers the utterly simple look of a knitted skullcap with his striped cap sleeved tee shirt and flowing drawstring pants. **WHITTALL & SHON** offers a nice range of straw baseball caps striped in natural tones. For a vintage look, they set

"antique" roses on Spring straws. At **ESCADA**, new designer Michael Stolzenburg juxtaposes luxurious

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extension of individual spirit and passion.

At **ADIDAS** there is something for everyone, from function oriented performance wear to trendy street looks. A black/red/white quilted "hoody" fleece sweatshirt takes coordinating fleece shorts. **JANSPORT APPAREL** moves into Fall with new textures and finishes. A navy cotton henley is layered under a buffalo check cotton twill shirt and black microfiber cotton/nylon jacket and jeans. At **AC.TIV.OL.ogy**, key pieces include a sleeveless Tactel, zip-front black/white diagonally striped jacket, layered over a tee (with logo), and black/white striped drawstring waist shorts. Also hot for Summer is their oversized white cotton sweatshirt jacket over confetti printed nylon/Lycra tights.

THE ECOLOGY: A group where shades of blue, as well as nature-inspired colors, are the basis for many collections.

Fish, flower, and water prints appear.

OP pairs an indigo striped cotton tee shirt with violet/blue/teal cotton shorts; **TYR** presents a sharp nylon/Lycra racing suit in a lush tropic print.

CULTURE HOPPING: Prints are inspired by African kinte cloth, and the vivid red and gold colors of the Inca culture. Ethnic is definitely in!

BIKE shows a clean white cotton signature "compression" shirt with tribal accents over black nylon/spandex compression shorts.

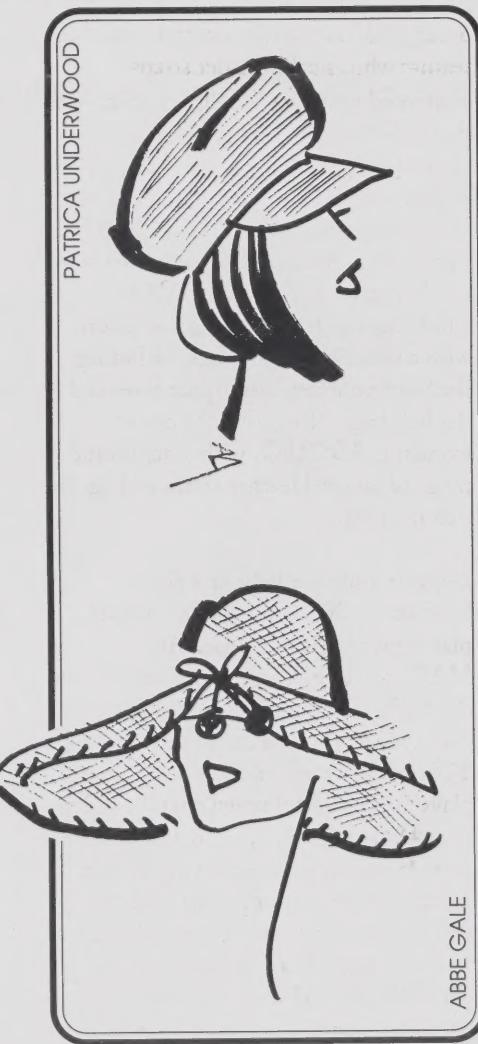
SPORTS CROSSOVERS: Another inspiration taking hold! Look for licensed logos on leggings and leotards. Baseball styling and cycling styled shorts turn up in tennis wear, while stirrup pants go golfing. Collection pieces have a multi-use that spans the seasons and sports.

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colorblocked satin jockey caps against racing print shirt jackets and classic white stretch cotton jodhpurs. High crowned styles are starting to appear, taking their place of importance alongside the ever popular crusher. One of the cleanest high crowned looks is the honey colored straw stovepipe with wide black band and bow (LOLA), that's shown with **JAMIE KREITMAN**'s shaped knit jacket and short slim skirt. At **PATRICIA UNDERWOOD**, a high crowned variation on the trilby turns up in black paglina straw, but that isn't the only trick up her sleeve. A dusty peach paglina straw Carnaby cap, plus casual rayon knits, raffia/mesh combinations, and striped or printed suede hats reflect her myriad thoughts for the season. Milliner **FRANCOIS VAYSSEHES** presents his paglina straws and grosgrain hats in soft neutral hues. Among the most tempting, a pliable tri-color straw, and his unique brown grosgrain crusher. His meltingly soft silk chiffon double-faced scarves are the perfect complement to Spring's fluid fashions. Ethnic looks are treated with humor at **CYNTHIA ROWLEY** and **ROSE MARIE WOULFE**. The former unexpectedly pairs a giant turban in burlap (DEBORAH RHODES), with a



full-legged black striped vested jumpsuit and a long tank dress. The latter pairs a white faille tasseled fez (ERIC JAVITS), with a white cotton ottoman jacket and double slit skirt. **CALVIN KLEIN** reaches back to the '70s for a macrame skullcap which he then pairs with layers of smoky washed organza. Crochet skullcaps (JAMES COVIELLO), are used throughout **TRACY REESE** for **MAGASCHONI**'s effervescent collection. She pairs a deep coral cap with a gauze wrapped top and bell-bottoms, or a natural cap with a white cascade jacket and hot pants. Witty free-form natural straws trimmed with contrasting whip stitching and crocheted fruit ornamentation are winning raves at **ABBE GALE HATS** – perfect for town or the shore. False hairpieces are making a comeback for Spring. One easy way to carry off this trend is with the braided faux clips, headbands, and barrettes from **HEAD DRESS**.

Belts, especially chain belts, are an essential part of the season. **LARS NORD** does an innovative update on the chain belt, featuring a three strand gray pearl hip belt, worn with an anthracite/

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black swirl knit crop top and flare pants. Morocco inspires designer **NICOLE MILLER**. Rayon jacquard gauze, bell-bottom jumpsuits get an ethnic touch with silver chain hip belts. A totally modern look – the navy macrame hip belt worn with a navy pique pea coat, bell-bottoms, and cropped white jersey top at **MARK EISEN**. A medallion centered chain and leather belt sits lightly on the hips of **DONNA KARAN**'s navy silk crepe halter top and bell-bottom pants. **ADRIENNE VITTADINI** has a group of brown batik dresses that she shows with rugged brown woven leather hip belts. Her effortless knit dressing is sparked with simple gold chain belts and hammered gold cuffs.

In keeping with the retro mood, especially in the more youth oriented collections, pendants on cord chokers and strands of beads set the tone for Spring jewelry. **ANNA SUI** shows armfuls of lacquered Indian bangles (ERICKSON BEAMON) with her flowing smocked dresses. **VILLAGE CRAFTER** has an assortment of "antique" silver or gold pendants that are suspended from black silk neck cords. Offering a nice complement to all the retro-inspired fashions are the lightweight stained glass earrings and pins by **CONNIE BENNETT**. More sophisticated is the mood at **CARLOS MARQUEZ**. A stunning black crepe pantsuit, buttoned in pave rhinestones only needs the addition of crystal and pave rhinestone drop earrings (GAETANO FAZIO) to set it off. Dramatic "diamond" shoulder dusters (KENNETH JAY LANE), accompany **SCAASI BOUTIQUE**'s yellow flower embroidered organza evening dress and his petal skirted black tulle/white faille gala ballgown. Oversized jewelry makes



bold statement at **OSCAR DE LA RENTA**. Coral beads are draped around the neckline of his white wool gabardine coat and pant ensemble. Turquoise starfish earrings punctuate a terrific brown and white stripe sweater set and fluid printed silk pants. Lucite cuffs (PATRICIA VON MUSULIN), set off a gorgeous crystal and sequin reembroidered cream lace pantsuit at **BILL BLASS**. He also shows them with a simple long navy crepe column.

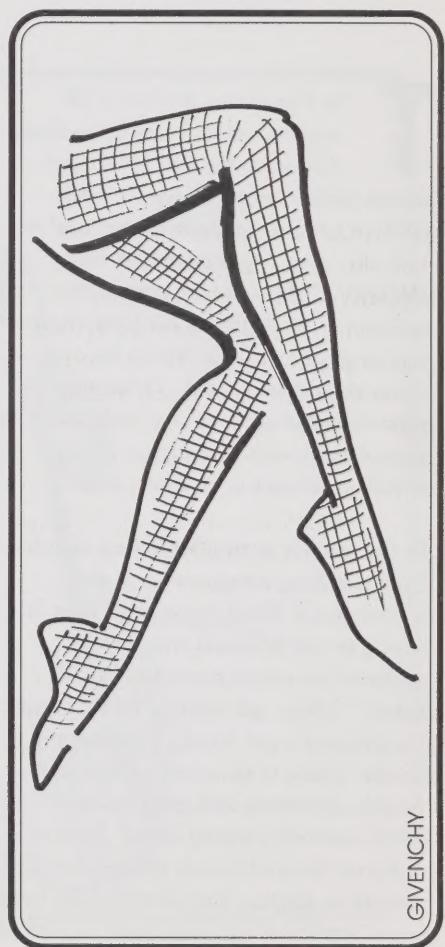
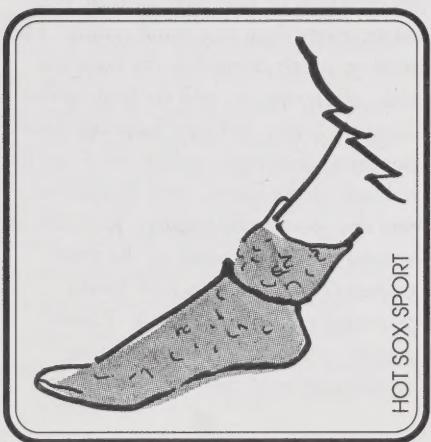
Soft unconstructed handbags return for Spring '93. At **ISANI**, natural raffia bags feature whimsical shoulder straps composed entirely of shells – perfect with their white cotton halter and stone colored ribbed viscose side-button skirt. Lavish crocheted handbags and totes are the forte of designer **CARRIE FORBES**. For Spring, she's also branching out into crochet vests. **MAGGIE VALL** is launching her first handbag collection with a selection of soft bags, including shoulder pouches, easy zipper totes and flat belt bags. Targeting the career woman is **ADOLFO**, with a handsome range of tailored leather trimmed bags in rich neutrals.

Legwear looks are light and airy. **ERGEE**, **HUE**, and **EVAN PICONE** play up white fishnet hose. At **MAGASCHONI**, designer Tracy Reese shows fishnet tights (HOT SOX) with her tapestry vest and hot pants. At **HOT SOX SPORT**, their new athletic range plays up wonderful pastel chenille socks. At **RALPH LAUREN**, the bamboo pattern trouser socks and witty animal patterned cotton/wool socks, add the perfect finish to his classic sportswear. Tailored legwear is important at **GIVENCHY**. The French trellis patterned pantyhose creates a striking

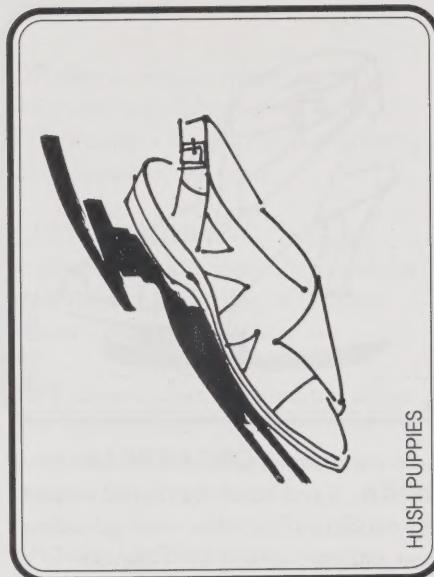
windowpane design on the leg. **ANNE KLEIN** favors two-toned basketweave and petit point socks for a pronounced menswear feeling. Macrame and crochet tights in white or wheat are a very directional look at **HUE** – terrific with **JOAN VASS**' denim "boulevard" coat and pant ensembles, and white leather oxfords.

Oxfords and platforms are surefire bets for Spring shoes. **GABRIELLE CARLSON** plays up the menswear aspect of a tuxedo vest "big" shirt and tapered trouser with black leather oxfords (ROBERT CLERGERIE). **ISANI** adds natural cork retro platform sandals (B.L.T. SANTA BARBARA), to a group of textured neutral separates – great looking with a ribbed viscose unconstructed jacket, mesh tank and ribbed viscose skirt. For die-hard '70s fans, **NINE WEST** offers cork wedge platforms, as well as more feminine styles with open toes and ankle straps. Colors range from pastels to brights. **REGINA PORTER** shows a sturdy beige nubuck wrapped sandal on a low platform with a sienna safari jacket, pants and crisp white

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 shirt. **BYRON LARS** goes for the exaggerated approach with linen lace-up platform shoes (PETER FOX). He shows these with pastel wool career pantsuits; his short and sassy belted trench coats take triple ankle strapped peep toe platforms. Platforms crop up throughout **ANNA SUI**'s collection. Red lace-up Carnaby street platform boots (JOHN FLUEVOG), are shown with her red tattersall jacket, skirt and striped poor-boy laced tank. With a romantic ruffled pink wrap dress are matching embroidered velvet boots (EMMA HOPE), that lace up to the knee. **HUSH**



PUPPIES evokes images of Woodstock with a terrific range of pigskin, nubuck, and suede leather sandals in bright or neutral shades. Some of the most elegant, wearable shoes (MANOLO BLAHNIK), accompany **JENNIFER GEORGE**'s updated classic collection. A wine linen rain jacket, taffeta striped shirt and vanilla cotton gabardine culottes are set off nicely by ivory piped, beige gabardine oxfords. Delicate high heel slides are gracefully laced up the leg, adding a sexy and very feminine touch to her gingham ruffled shirt and plaid shorts.

EUROPEAN FABRIC DIRECTIONS – FALL '93

The Europeans do have it all together when it comes to fabric directions for Fall 1993. Fall fabrics were inspired by nature, with modern technology built-in for comfort and ease. Ecology appeared in many displays. Unfortunately, price, color uniformity, and general aesthetics have a way to go before these fabrics become commercially successful. Otherwise, surfaces reminiscent of tree bark, moss, or animal skins were in evidence. And stretch continues to be a best seller.

In the woolen sector, Anne Etot who has been handling womenswear at the International Wool Secretariat, cites "a strong return to casual wear and a renewed interest in authentic British looks." These are updated by decreasing weights and a soft hand. Cavalry twill is the key fabric of the season. Shetlands, tweeds, chevrons, and sportive outerwear fabrics are other strong looks. Luxury woolens featured blends with cashmere, mohair or alpaca. Crepes with high twist yarns, stretch wools, and small patterns in

tonal shadings were suggested for lean silhouettes. Checks made a strong statement in patterned woolens. These were bi-colored or tri-colored mini designs, or giant in scale, with very little in between. The newest colors were combinations of neutrals, or misted dusty tones.

Luxe iridescent taffetas, velvets, pannes, smocked and quilted treatments, tapestries, brocades, and jacquards were rich favorites. Floating chiffons, lustrous charmeuse, and supple crepes were selling both printed and in solid shades. Silks were divided into two groups. "Top of the Range" stressed elegance and opulence. "Silk Aspects" was for a younger, trendier set. Multi-fiber blends in "Silk Aspects" turned up frequently, with as many as 5 or 6 different fibers in one fabric. Coordinating patterns and fabrics of different weights showed up, with washable viscose, crinkled or pebbled surfaces, and stretch among the leaders.

Blends, stretch, and soft surfaces were

also evident in the knit sector. Bulky fake furs and blanket cloths, flat boucles, tweeds, double-faced fabrics, and shaggy looks were heavy winners. Ethnic jacquards, classic argyles, and cable stitches were patterns of note. Lacy open stitches, sheer crepe, glitz, and iridescent fluid sheers went from day to night. Technology here includes washable viscose, stretchy coated knits, microfiber blends, aged finishes, and napped felted surfaces.

In the casual area, double-faced fabrics, chines and iridescents, velvety peach finishes, aged looks, protective coatings, quiltings, and microfiber blends were strong. Stretch fake leathers for pants, grainy washable leather look alikes, oiled or Teflon treatments, and "noisy" lightweight taffeta were among the popular items. Denim, chambray, and canvas continue to sell.

Prints were generally very small monotones, frequently with several small coordinates, or very large in scale with more colors than one could count. These were so subtly done that the look was chic, often elegant, and far from garish. Autumn leaves, heraldic hunting motifs, botanical drawings, architectural motifs, animals of the forest, retro figuratives, and the ubiquitous paisleys, foulards, and animal skins were some of the most popular designs. Ikats and batiks provided ethnic inspiration. Photographic prints were often amusing combinations of disparate elements.

DESIGNER FOCUS. . .

LUNCH AT THE RITZ EARWEAR

Esme Hecht and *Alexis Watts*, who together create whimsical jewelry for this equally whimsically named company, started selling their designs on the streets of San Francisco in the '70s. They came East in 1981, and after an unsuccessful attempt to establish their jewelry business in New York City, they settled in upstate New York where they pondered their lack of success. Determined not to capitulate to the dictates of fashion and current fads, they wanted to create a "banquet, a feast for the eyes and ears," via their jewelry designs. In 1983, this design vision became a reality with the launching of their company, Lunch at the Ritz. They now sell their unique eye-catching earrings, pins, necklaces, and belts throughout the U.S. and overseas. In fact, so distinctive are their designs that they have been copied by other manufacturers, whom the company has successfully sued. All the jewelry is made in Germantown, N.Y. It is created from thin brass sheets, which are cut and shaped by hand, and used as a base for these conversational pieces. These are then either coated with 24 karat gold or palladium, or painted with brightly colored epoxy resin. . .each color being individually fired. These "jewelry mobiles" are accented with Austrian crystal and beads or Czechoslovakian glass. For Spring/Summer '93, pins, earrings, and belts (which double as necklaces), feature Western motifs (from guns, holsters, cowboy hats, and cowboys/cowgirls to chili peppers), flowers (from irises and lilies to peonies, tea roses and larkspur), and creatures such as ladybugs. They have designs for every occasion and taste imaginable. . .for a customer who appreciates Thanksgiving, there are earrings from which dangle pumpkin pies, and for one who loves fantasy and the circus, there is a carousel pin. There is also a spider pin, where the

web is highlighted with crystal, butterfly earrings with wings on hinges designed to flap as you wear them, and lilies where the leaf, veins, and stamens are outlined in gold and garnished with crystal against pink and white resin. One belt/necklace which takes a Western theme incorporates a cowgirl lassoing the moon, a cowboy hat and steer horns, maps of Arizona and New Mexico, and so on. Another takes an astrological slant, as each sign of the zodiac is represented interspersed with the changing moon phases.

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IRIS ZONLIGHT NEW YORK

A gold sun is this company's logo and symbol. It represents the surname of their designer, *Iris Zonlight*, which means "sunlight" in her native language. Born in Holland, Zonlight studied at Amsterdam's foremost design academy. As a freelancer, she also held top-jewelry

positions at some major European fashion houses. In 1983, she moved to New York to establish her own line of jewelry, and two years ago, started Iris Zonlight New York. "Women today have an international fashion sense and they look for classic pieces with a fresh playful feeling," comments Zonlight. "I create jewelry that women respond to. I combine design elements that women like — fashion shapes such as hearts, bows, and butterflies, with modern matte finishes and jewels. But I don't over design. . .a woman should wear the jewelry, not the other way around. "My designs are couture looks translated for real women living lives. An Iris Zonlight piece looks as good worn with jeans or a catsuit as with an evening dress, because today versatility means value," she adds. The collection comprises earrings, necklaces, bracelets, and pins in matte gold or silver finishes, with some featuring colorful resin accents and jewels. She uses a specially developed lightweight polyester resin in the manufacture of her jewelry line. This is treated with a unique hypoallergenic nickel-free plating.

For Spring/Summer '93 there are several groups such as "Gold Wave," featuring

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At **IZOD CLUB**, there's a dusty blue/white striped French terry knit sweatshirt with "Golf International" embroidery. This teams with blue cotton/spandex jersey stirrup pants. At **HANASPORT**, baseball style jackets, in printed microfiber, work into Fall over knife pleated cotton/poly skirts and cotton shirts.

VINTAGE: A look providing fresh inspiration at many firms. It includes '50s horizontal stripes and pin-up graphics, '30s gangster stripes, and cream/black color combinations, even ricrac trim, all updated for the '90s activewear customer.

At **DANSKIN**, a black and white checked cotton/poly/Lycra bustier top will stay cool through the Summer with matching ricrac trimmed shorts. **PRINCE**'s horizontally striped cotton polo shirt, white cotton cable sweater with navy accents, and navy pleated cotton shorts work on or off the tennis court.

BRAVE NEW TECHNOLOGY: This provides the final inspiration.

Supplex and Tactel are stronger than ever in all fabrications, while microfibers raise their profile in shells and jackets. Synthetics, such as Biokryl and Winning Comfort, keep the body cool all Summer while resisting bacteria at the same time. Today's new fabrics allow garments to cross over from 90 to 10 degrees with the use of layering.

At **GORE TEX**, a Windstopper zebra striped jacket tackles chilly Autumn breezes. At **JBI/JOGBRA**, a bright orange crop top in Supplex/Lycra is paired with matching bike shorts. **BODY WRAPPERS** layers hot pink Supplex/Lycra crop shorts over a colorblocked leotard in the same fabrication.

These manufacturers can be reached at:
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tailored matte gold pieces accented with pearl, lapis, coral, turquoise and other stones. "Indian Summer" takes the gold and ornate route with earrings, pins, bangles, and necklaces that have an Eastern inspiration. A standout here is the necklace formed from multi-strands of ivory, turquoise, black, gold, or copper colored cord, punctuated by a boldly sculptured and detailed matte gold front design. "Swiss Regards" features whimsical charms and designs, such as teddy bears, cows and pigs on earrings, bracelets, and necklaces; while "Treasure Chest" goes back to the past for its inspiration with bold Celtic motifs in matte gold studded with semi-precious stones. "Tropical Fruits" is another whimsical group, as a parrot vies for attention with bunches of grapes, bananas, and strawberries in matte gold and colorful resin, and decorates earrings, pins, pendants, necklaces, and bracelets.

Wholesale: \$19 - \$69
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(212) 391-5277

INTERNATIONAL DATELINE

FEB. 12-16 MILAN MODIT/MILANO VENDEMODA (Womenswear)
FEB. 13-15 BARCELONA GAUDI-MUJER (Womenswear)
FEB. 14-16 MUNICH MODE-WOCHE MUNCHEN (Womenswear)
FEB. 15-16 TORONTO CANADIAN DESIGNER COLLECTIONS
FEB. 16-18 LAS VEGAS WESTERN SHOE ASSOCIATES
FEB. 17-21 MADRID INMODA/ANIMODA (Int'l Women's Fashion Week)
FEB. 18-21 MADRID MODAHOMBRE (Menswear)

FEB. 18-21 MADRID IBERMODA (Menswear)
FEB. 18-22 MADRID IBERJOYA (Jewelry)
FEB. 20-23 NEW YORK CANADA MODE (Womenswear)
FEB. 21-23 NEW YORK FASHION COTERIE/NOUVELLE COUTURE (Womenswear/Accessories)
FEB. 21-23 NEW YORK SHOWROOM (Womenswear)
FEB. 21-23 NEW YORK EUROSTYLE (Menswear)
FEB. 21-23 BERLIN MODA BERLIN (Men's/Women's/Children's)
FEB. 22-24 NEW YORK FASHION EXPOSE (Womenswear)
FEB. 22-26 MIAMI SWIMWEAR SHOW
FEB. 26-28 COLOGNE KIND & JUGEND (RTW Baby/Teens)
MAR. 4-7 LONDON WOMEN'S DESIGNER COLLECTIONS
MAR. 6-8 FLORENCE PRATO EXPO (Textile/Wollens)

Publisher: Ruth Finley (FASHION CALENDAR/INTERNATIONAL)

Editor: Deborah Brumfield
Associate
Editor: Maria Carzis Boyes
Copy Editor: Elizabeth Garcia
Contributors: Bridget Biggane, NY
Virginia Borland, NY
Lee Slaughter, NY/PARIS
Graphic Consultant: S & W Graphics Ltd.
Print & Production: PIP PRINTING, Stamford, CT
Bill White

1 Year Subscription \$100
Outside USA \$110

153 East 87th Street, NY, NY 10128
(212) 289-0420

VOL. XXI, NO. 3
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